

Amway India Enterprises Pvt Ltd in Consumer Health (India)

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Abstracts

Amway India Enterprises Pvt Ltd had a difficult year in 2014, due to the legal problems faced by the company against its managing director and chief executive officer. As a result of which the company lost some ground. The company plans to concentrate on rebuilding its brand name over the forecast period, in order to become the leading direct selling company again.

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